



NEWS RELEASE

SBA Number : 05-26-0622
Release Date: Immediate

Contact: Rachel Baranick
714-550-7420 x 3702
e-mail: Rachel.Baranick@sba.gov

Help with Math!

Santa Ana, Calif. – Geeta Batra, owner of Mathnasium Irvine, was faced with an ‘empty nest’ when her children were off to college. Geeta was always passionate about education and wanted to be independent and set up her own business. With her extensive experience in classroom management and teaching, she decided to pursue a franchise opportunity with Mathnasium, an after-school learning center specializing in math-only for grades 2-12.

Geeta started working with Linda Hoitt, a business consultant at the Orange County Small Business development Center and applied for a small business loan through the SBA’s Community Express Loan Program offered by Wells Fargo Bank. Her funding was approved and she set up Mathnasium Irvine, the first South Orange County location, in University Center across from UC Irvine. Mathnasium Irvine targets Irvine and the surrounding cities.

The Mathnasium Method teaches children math in a way that makes sense to them. Recognizing that children have different learning styles, the method uses a combination of mental, verbal, visual, and written techniques. With Mathnasium’s unique program, children develop an understanding of math - they do not simply memorize it. Within a short time, the students at Mathnasium Irvine have significantly improved their math results and developed confidence in the subject. For more information call (949)608-7331 or visit the website www.mathnasium.com.

The Orange County Small Business Development Center provides technical assistance and training to small business entrepreneurs. The program is funded through a cooperative agreement between the U.S. Small Business Administration, California State University Fullerton and Rancho Santiago Community College District. The SBA’s Community Express Loan Program is a unique and innovative loan program designed to provide streamlined business financing and management and technical assistance to targeted small businesses.

For more information on SBA programs call the Santa Ana District Office at (714)550-7420 or visit our website at www.sba.gov. To contact the Orange County Small Business Development Center call (714)564-5200 or visit their website at www.ocsbdc.com .